

Konstruk Adiksi Media Sosial Versi Indonesia = Construct of Social Media Addiction in Indonesian Version

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Abstrak

Tujuan dari penelitian ini adalah untuk mengembangkan alat ukur yang valid dan reliabel untuk menentukan adiksi media sosial siswa SMP, SMA, dan Perguruan Tinggi di Indonesia. Total 512 siswa berpartisipasi dalam penelitian ini, dimana 30 responden diberikan pre-test dan 482 diberikan aplikasi kedua. Penelitian ini berhasil mengidentifikasi tujuh dimensi adiksi media sosial yaitu *virtual tolerance*, *virtual communication*, *virtual problem*, *virtual information*, *control in difficulty*, *negativeness social relations*, dan *decrease in function* yang diadaptasi dari penelitian Sahin (2018), Sahin dan Yagzi (2017) dan Gokdas dan Kuzucu (2019). Selain itu penelitian ini juga melakukan komparasi untuk melihat apakah terdapat persamaan dan perbedaan adiksi pada media sosial antar kelompok pendidikan. Analisis data yang digunakan adalah Keiser-Meyer Olkin (KMO), *Exploratory Factor Analysis* (EFA), *Confirmatory Factor Analysis* (CFA), uji reliabilitas *Cronbach Alpha*, dan uji komparasi *chi-square* menggunakan aplikasi SPSS. Kesimpulannya, alat ukur Skala Adiksi Media Sosial - Versi Indonesia (SMAS-VI) terdiri dari 38 indikator yang terbentuk dalam 7 dimensi menggunakan Skala Likert 5 poin dinyatakan valid dan reliabel untuk mengukur adiksi media sosial. Selain itu hasil analisis menunjukkan bahwa terdapat perbedaan adiksi antar-kelompok pendidikan SMP, SMA, dan Perguruan Tinggi.

.....The purpose of this study is to develop a valid and reliable measurement tool to determine the social media addiction of junior high school, senior high school and university students in Indonesia. A total of 512 people participated in this study, of which 30 student respondents were given the pre-test and 482 were given the second application. This study succeeded in identifying seven dimensions of social media addiction, namely *virtual tolerance*, *virtual communication*, *virtual problems*, *virtual information*, *control in difficulties*, *negative social relations*, and *decrease in function* which adapted from research by Sahin (2018), Sahin and Yagzi (2017) and Gokdas and Kuzucu (2019). In addition, this study also made comparisons to see whether there were similarities and differences in addiction to social media between educational groups. Data analysis used was Keiser-Meyer Olkin (KMO), *Exploratory Factor Analysis* (EFA), *Confirmatory Factor Analysis* (CFA), *Cronbach Alpha* reliability test, and *chi-square* comparison test using the SPSS application. In conclusion, the measuring instrument *Social Media Addiction Scale - Indonesian Version* (SMAS-VI) consists of 38 indicators formed in 7 dimensions using a Likert 5 Points Scale which is stated to be valid and reliable for measuring social media addiction. In addition, the results of the analysis show that there are differences in addiction between junior high school, high school and tertiary educational groups.